**TERMS OF REFERENCE**

|  |  |
| --- | --- |
| **Title of the Consultancy assignment** | Consultancy service on graphic design of the FGMS manual  |
| **Project** | Voices for Mekong Forests |
| **Work location** | Desk work. |
| **Duration** | June 5th to June 20th, 2021 |
| **Budget Lines** |

|  |
| --- |
| 40001344/401796/522000 |

 |

1. **Background of project and consultancy assignment**

The Voices for Mekong Forests (V4MF) project is a European Union (EU) funded project. The overarching rationale of the project is that for forests to be sustainably managed, civil society must have the capacity to organize them to share information, strengthen their negotiating positions and effectively present their concerns and solutions to policy-makers. The project notably contributes to the Forest Law Enforcement, Governance and Trade - Voluntary Partnership Agreements (FLEGT-VPA) initiative and Reducing Emissions from Deforestation and Forest Degradation (REDD+) by helping to ensure they are built on multi-stakeholder processes. The overall objective of the five-year (2017-2021) project is that

*By 2021, empowered and networked NSAs in three trans-boundary landscapes assess, monitor and respond appropriately to strengthen forest governance, particularly in FLEGT-VPA and REDD+, and effectively engage in policy processes.*

WWF is taking lead the project component related to development and implementation of Forest Governance Monitoring System (FGMS) for NSAs to monitor the forest governance situation during the project lifetime. Up to now, the FGMS application has been successfully developed, and the pilot of data collection in the field has been conducted in January 2020.

The FGMS manual has also been developed jointly with PanNature and RECOFTC to guide the use of FGMS system and application. The V4MF project is looking for a qualified consultant to do the graphic design of the manual to upload to PanNature/WWF websites, and to deliver to the potential users of the FGMS.

1. **Objectives**

Consultant will do the graphic design of the FGMS manual to make it simple and easy to read for potential users of FGMS..

1. **Scope of work/Major responsibilities**
* Work closely with WWF staff to develop the design concept for the manual
* Provide creative designs to the manual that best illustrates guidelines of using FGMS. The designs will be used for a wide range of target audience from technical persons to public. Therefore, the design should be simple and suitable for all.
* The design will follow WWF’s branding guidelines including but not limited to guidelines about color palette, font, and logos and ensure style in line with WWF standard quality;
* The Consultant is flexible in making edits according to WWF’s feedback until designs are finalized;
* Finalize the deliverables taking into account inputs from WWF;
* All designs shall be delivered to WWF in completed pdf format and working files within 01 day after each infographic is finalized.
1. **Expected outputs/Deliverables and timeline**

| **No** | **Activity** | **Expected outputs** | **Date** |
| --- | --- | --- | --- |
| 1 | 1st draft | Draft for WWF’s comments | 01 July 2021 |
| 2 | 2nd draft | Designs for final comments | 10 July 2021 |
| 3 | Finalize designs | Designs finalized and files submitted to WWF |  15 July 2021 |

1. **Required profile**
* The Consultant must possess at least two years’ professional experience in designing, producing communication materials, and events;
* The Consultant must demonstrate sufficient professional expertise and manpower to undertake the assignment through a professional photography portfolio and CV;
* Specific knowledge and/or experience of designing communication materials on conservation-related topics is added advantage
* Professional designing program(s) is required;

|  |
| --- |
| 1. **Signature block**
 |
| Sign and Date by the hiring Project Manager of WWF | Sign and Date by the Consultant |